

THE NCS™

The National Citizen Survey™

Goodyear, AZ

Trends over Time

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the City of Goodyear to its previous survey results in 2014 and 2015. Additional reports and technical appendices are available under separate cover.

Trend data for Goodyear represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2015 and 2018 surveys, otherwise the comparisons between 2015 and 2018 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Goodyear for 2018 generally remained stable. Of the 129 items for which comparisons were available, 99 items were rated similarly in 2015 and 2018; two items showed a decrease in ratings and 28 showed an increase in ratings. Notable trends over time included the following:

- While most aspects of Community Characteristics remained stable from 2015 to 2018, several were trending up and one was trending down. Goodyear residents gave higher ratings to the ease of walking, overall economic health, employment opportunities, Goodyear as a place to work, social events and activities, neighborliness and the overall image of Goodyear in 2018 compared to 2015. Ratings of air quality decreased during this same time period.
- Most of the rating increases in 2018 were within the pillar of Governance. Residents gave higher ratings to 16 aspects of Governance in 2018, across all facets. No ratings decreased in Governance from 2015 to 2018. Perhaps most notably, resident perception of several General aspects of Governance improved in 2018. Goodyear residents gave more favorable ratings to the value of services for taxes paid, welcoming citizen involvement, overall confidence in City government, acting in the best interest of Goodyear, treating all residents fairly and the overall quality of customer service provided by City employees.
- Most reported rates of Participation remained steady from 2015 to 2018; however there were some fluctuations. More survey respondents reported that they had used Goodyear public libraries, attended City-sponsored events or attended a local public meeting in 12 months prior to the survey in 2018. Further, more residents had a positive economic outlook and gave higher ratings to the overall sense of community in Goodyear. Fewer survey respondents indicated that they had had contact with a City employee in 2018 compared to 2015.

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Table 1: Community Characteristics General

| | Percent rating positively (e.g., excellent/good) | | | 2018 rating compared to 2015 | Comparison to benchmark | | |
|-------------------------|--|------|------|------------------------------|-------------------------|---------|---------|
| | 2014 | 2015 | 2018 | | 2014 | 2015 | 2018 |
| Overall quality of life | 91% | 88% | 90% | Similar | Similar | Similar | Similar |
| Overall image | 81% | 75% | 81% | Higher | Similar | Similar | Similar |
| Place to live | 95% | 93% | 94% | Similar | Similar | Similar | Similar |
| Neighborhood | 92% | 92% | 91% | Similar | Similar | Similar | Similar |
| Place to raise children | 87% | 85% | 88% | Similar | Similar | Similar | Similar |
| Place to retire | 84% | 84% | 87% | Similar | Higher | Higher | Higher |
| Overall appearance | 85% | 82% | 84% | Similar | Similar | Similar | Similar |

Table 2: Community Characteristics by Facet

| | | Percent rating positively (e.g., excellent/good, very/somewhat safe) | | | 2018 rating compared to 2015 | Comparison to benchmark | | |
|---------------------|----------------------------------|--|------|------|------------------------------|-------------------------|---------|---------|
| | | 2014 | 2015 | 2018 | | 2014 | 2015 | 2018 |
| Safety | Overall feeling of safety | 90% | 89% | 89% | Similar | Similar | Similar | Similar |
| | Safe in neighborhood | 97% | 97% | 96% | Similar | Similar | Similar | Similar |
| | Safe downtown/commercial area | 90% | 89% | 88% | Similar | Similar | Similar | Similar |
| Mobility | Overall ease of travel | 85% | 84% | 85% | Similar | Similar | Similar | Similar |
| | Paths and walking trails | 68% | 63% | 67% | Similar | Similar | Similar | Similar |
| | Ease of walking | 72% | 65% | 71% | Higher | Similar | Similar | Similar |
| | Travel by bicycle | 60% | 58% | 57% | Similar | Similar | Similar | Similar |
| | Travel by public transportation | 27% | 31% | 35% | Similar | Lower | Lower | Similar |
| | Travel by car | 86% | 85% | 85% | Similar | Higher | Higher | Higher |
| | Traffic flow | 79% | 76% | 74% | Similar | Higher | Higher | Higher |
| | | | | | | | | |
| Natural Environment | Overall natural environment | 80% | 82% | 82% | Similar | Similar | Similar | Similar |
| | Cleanliness | 83% | 81% | 79% | Similar | Similar | Similar | Similar |
| | Air quality | 58% | 66% | 56% | Lower | Similar | Similar | Lower |
| Built Environment | Overall built environment | 70% | 66% | 71% | Similar | Similar | Similar | Similar |
| | New development in Goodyear | 59% | 56% | 60% | Similar | Similar | Similar | Similar |
| | Affordable quality housing | 73% | 70% | 66% | Similar | Higher | Higher | Higher |
| | Housing options | 78% | 77% | 75% | Similar | Higher | Higher | Higher |
| | Public places | 63% | 64% | 64% | Similar | Similar | Similar | Similar |
| | | | | | | | | |
| Economy | Overall economic health | 67% | 67% | 76% | Higher | Similar | Similar | Similar |
| | Vibrant downtown/commercial area | 30% | 27% | 31% | Similar | Lower | Lower | Lower |
| | Business and services | 65% | 61% | 63% | Similar | Similar | Similar | Similar |
| | Cost of living | 61% | 57% | 58% | Similar | Higher | Similar | Higher |
| | Shopping opportunities | 51% | 51% | 50% | Similar | Similar | Similar | Similar |
| | Employment opportunities | 29% | 31% | 38% | Higher | Similar | Similar | Similar |

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| | | Percent rating positively (e.g., excellent/good, very/somewhat safe) | | | 2018 rating compared to 2015 | Comparison to benchmark | | |
|--------------------------|---|--|------|------|------------------------------|-------------------------|---------|---------|
| | | 2014 | 2015 | 2018 | | 2014 | 2015 | 2018 |
| | Place to visit | 64% | 65% | 64% | Similar | Similar | Similar | Similar |
| | Place to work | 58% | 58% | 66% | Higher | Similar | Similar | Similar |
| Recreation and Wellness | Health and wellness | 68% | 75% | 74% | Similar | Similar | Similar | Similar |
| | Mental health care | 51% | 51% | 51% | Similar | Similar | Similar | Similar |
| | Preventive health services | 71% | 66% | 70% | Similar | Similar | Similar | Similar |
| | Health care | 69% | 66% | 67% | Similar | Similar | Similar | Similar |
| | Food | 72% | 69% | 68% | Similar | Similar | Similar | Similar |
| | Recreational opportunities | 65% | 65% | 66% | Similar | Similar | Similar | Similar |
| | Fitness opportunities | 76% | 70% | 75% | Similar | Similar | Similar | Similar |
| | Education and enrichment opportunities | 61% | 64% | 62% | Similar | Similar | Similar | Similar |
| Education and Enrichment | Religious or spiritual events and activities | 72% | 72% | 74% | Similar | Similar | Similar | Similar |
| | Cultural/arts/music activities | 46% | 45% | 50% | Similar | Similar | Similar | Similar |
| | Adult education | 52% | 55% | 55% | Similar | Similar | Similar | Similar |
| | K-12 education | 70% | 68% | 71% | Similar | Similar | Similar | Similar |
| | Child care/preschool | 60% | 59% | 64% | Similar | Similar | Similar | Similar |
| Community Engagement | Social events and activities | 54% | 49% | 57% | Higher | Similar | Similar | Similar |
| | Neighborliness | 62% | 62% | 67% | Higher | Similar | Similar | Similar |
| | Openness and acceptance | 73% | 72% | 69% | Similar | Similar | Similar | Similar |
| | Opportunities to participate in community matters | 58% | 59% | 62% | Similar | Similar | Similar | Similar |
| | Opportunities to volunteer | 63% | 60% | 65% | Similar | Similar | Similar | Similar |

Table 3: Governance General

| | Percent rating positively (e.g., excellent/good) | | | 2018 rating compared to 2015 | Comparison to benchmark | | |
|---|--|------|------|------------------------------|-------------------------|---------|---------|
| | 2014 | 2015 | 2018 | | 2014 | 2015 | 2018 |
| Services provided by Goodyear | 81% | 78% | 81% | Similar | Similar | Similar | Similar |
| Customer service | 78% | 77% | 84% | Higher | Similar | Similar | Similar |
| Value of services for taxes paid | 61% | 54% | 62% | Higher | Similar | Similar | Similar |
| Overall direction | 74% | 73% | 72% | Similar | Higher | Similar | Higher |
| Welcoming citizen involvement | 63% | 60% | 70% | Higher | Similar | Similar | Higher |
| Confidence in City government | 63% | 62% | 69% | Higher | Similar | Similar | Higher |
| Acting in the best interest of Goodyear | 64% | 65% | 70% | Higher | Similar | Similar | Higher |
| Being honest | 65% | 64% | 69% | Similar | Similar | Similar | Similar |
| Treating all residents fairly | 69% | 66% | 71% | Higher | Higher | Similar | Higher |
| Services provided by the Federal Government | 35% | 41% | 45% | Similar | Similar | Similar | Similar |

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Table 4: Governance by Facet

| | | Percent rating positively (e.g., excellent/good) | | | 2018 rating compared to 2015 | Comparison to benchmark | | |
|--------------------------|-------------------------------|--|------|------|------------------------------|-------------------------|---------|---------|
| | | 2014 | 2015 | 2018 | | 2014 | 2015 | 2018 |
| Safety | Police | 88% | 87% | 90% | Similar | Similar | Similar | Higher |
| | Fire | 95% | 93% | 96% | Similar | Similar | Similar | Similar |
| | Ambulance/EMS | 94% | 91% | 93% | Similar | Similar | Similar | Similar |
| | Crime prevention | 82% | 80% | 83% | Similar | Similar | Similar | Higher |
| | Fire prevention | 84% | 78% | 84% | Higher | Similar | Similar | Similar |
| | Emergency preparedness | 56% | 65% | 61% | Similar | Similar | Similar | Similar |
| Mobility | Traffic enforcement | 78% | 73% | 75% | Similar | Similar | Similar | Similar |
| | Street repair | 69% | 65% | 69% | Similar | Higher | Higher | Higher |
| | Street cleaning | 79% | 73% | 78% | Similar | Similar | Similar | Higher |
| | Street lighting | 72% | 73% | 75% | Similar | Similar | Similar | Higher |
| | Sidewalk maintenance | 72% | 71% | 78% | Higher | Higher | Higher | Higher |
| | Traffic signal timing | 56% | 57% | 60% | Similar | Similar | Similar | Similar |
| | Bus or transit services | 34% | 34% | 43% | Higher | Lower | Lower | Similar |
| | Garbage collection | 90% | 88% | 88% | Similar | Similar | Similar | Similar |
| Natural Environment | Recycling | 88% | 86% | 87% | Similar | Similar | Similar | Similar |
| | Yard waste pick-up | 84% | 81% | 87% | Higher | Similar | Similar | Similar |
| | Drinking water | 54% | 51% | 55% | Similar | Lower | Lower | Lower |
| | Natural areas preservation | 67% | 62% | 64% | Similar | Similar | Similar | Similar |
| | Open space | 69% | 62% | 67% | Similar | Similar | Similar | Similar |
| | Storm drainage | 75% | 66% | 80% | Higher | Similar | Similar | Higher |
| Built Environment | Sewer services | 78% | 75% | 82% | Higher | Similar | Similar | Similar |
| | Utility billing | 68% | 61% | 63% | Similar | Similar | Similar | Similar |
| | Land use, planning and zoning | 62% | 55% | 61% | Higher | Similar | Similar | Similar |
| | Code enforcement | 54% | 53% | 66% | Higher | Similar | Similar | Higher |
| Economy | Economic development | 54% | 55% | 63% | Higher | Similar | Similar | Similar |
| Recreation and Wellness | City parks | 79% | 78% | 79% | Similar | Similar | Similar | Similar |
| | Recreation programs | 64% | 67% | 74% | Higher | Similar | Similar | Similar |
| | Recreation centers | 67% | 67% | 67% | Similar | Similar | Similar | Similar |
| | Health services | 67% | 67% | 72% | Similar | Similar | Similar | Similar |
| Education and Enrichment | Special events | 68% | 67% | 69% | Similar | Similar | Similar | Similar |
| | Public libraries | 66% | 78% | 82% | Similar | Lower | Similar | Similar |
| Community Engagement | Public information | 69% | 68% | 72% | Similar | Similar | Similar | Similar |

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Table 5: Participation General

| | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | 2018 rating compared to 2015 | Comparison to benchmark | | |
|------------------------------|---|------|------|------------------------------|-------------------------|---------|---------|
| | 2014 | 2015 | 2018 | | 2014 | 2015 | 2018 |
| Sense of community | 63% | 59% | 68% | Higher | Similar | Similar | Similar |
| Recommend Goodyear | 95% | 91% | 92% | Similar | Similar | Similar | Similar |
| Remain in Goodyear | 90% | 86% | 90% | Similar | Similar | Similar | Similar |
| Contacted Goodyear employees | 39% | 45% | 37% | Lower | Lower | Similar | Similar |

Table 6: Participation by Facet

| | | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | 2018 rating compared to 2015 | Comparison to benchmark | | |
|--------------------------|--|---|------|------|------------------------------|-------------------------|------------|------------|
| | | 2014 | 2015 | 2018 | | 2014 | 2015 | 2018 |
| Safety | Stocked supplies for an emergency | 25% | 24% | 28% | Similar | Lower | Lower | Similar |
| | Did NOT report a crime | 83% | 85% | 83% | Similar | Similar | Similar | Similar |
| | Was NOT the victim of a crime | 86% | 93% | 93% | Similar | Similar | Similar | Similar |
| Mobility | Used public transportation instead of driving | 6% | 5% | 4% | Similar | Much lower | Much lower | Much lower |
| | Carpooled instead of driving alone | 48% | 45% | 45% | Similar | Similar | Similar | Similar |
| | Walked or biked instead of driving | 55% | 45% | 50% | Similar | Similar | Lower | Similar |
| Natural Environment | Conserved water | 90% | 90% | 91% | Similar | Similar | Similar | Similar |
| | Made home more energy efficient | 78% | 80% | 78% | Similar | Similar | Similar | Similar |
| | Recycled at home | 94% | 93% | 95% | Similar | Higher | Similar | Similar |
| Built Environment | Did NOT observe a code violation | 50% | 52% | 55% | Similar | Similar | Similar | Similar |
| | NOT under housing cost stress | 75% | 74% | 69% | Similar | Similar | Similar | Similar |
| Economy | Purchased goods or services in Goodyear | 98% | 97% | 98% | Similar | Similar | Similar | Similar |
| | Economy will have positive impact on income | 35% | 33% | 45% | Higher | Higher | Similar | Higher |
| | Work in Goodyear | 31% | 27% | 25% | Similar | Lower | Lower | Lower |
| Recreation and Wellness | Used Goodyear recreation centers | 53% | 49% | 53% | Similar | Similar | Similar | Similar |
| | Visited a City park | 83% | 78% | 81% | Similar | Similar | Similar | Similar |
| | Ate 5 portions of fruits and vegetables | 86% | 85% | 84% | Similar | Similar | Similar | Similar |
| | Participated in moderate or vigorous physical activity | 87% | 82% | 87% | Similar | Similar | Similar | Similar |
| | In very good to excellent health | 75% | 65% | 66% | Similar | Similar | Similar | Similar |
| Education and Enrichment | Used Goodyear public libraries | 44% | 47% | 53% | Higher | Much lower | Lower | Lower |
| | Participated in religious or spiritual activities | 51% | 42% | 43% | Similar | Similar | Similar | Similar |
| | Attended a City-sponsored event | 49% | 41% | 47% | Higher | Similar | Lower | Similar |

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| | | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | 2018 rating compared to 2015 | Comparison to benchmark | | |
|----------------------|---|---|------|------|------------------------------|-------------------------|---------|---------|
| | | 2014 | 2015 | 2018 | | 2014 | 2015 | 2018 |
| Community Engagement | Campaigned for an issue, cause or candidate | 14% | 15% | 18% | Similar | Similar | Similar | Similar |
| | Contacted Goodyear elected officials | 8% | 8% | 9% | Similar | Similar | Similar | Similar |
| | Volunteered | 32% | 32% | 28% | Similar | Lower | Similar | Lower |
| | Participated in a club | 27% | 28% | 25% | Similar | Similar | Similar | Similar |
| | Talked to or visited with neighbors | 90% | 88% | 91% | Similar | Similar | Similar | Similar |
| | Done a favor for a neighbor | 76% | 76% | 80% | Similar | Similar | Similar | Similar |
| | Attended a local public meeting | 15% | 17% | 22% | Higher | Similar | Similar | Similar |
| | Watched a local public meeting | 10% | 9% | 13% | Similar | Much lower | Lower | Lower |
| | Read or watched local news | 87% | 84% | 84% | Similar | Similar | Similar | Similar |
| | Voted in local elections | 79% | 80% | 81% | Similar | Similar | Similar | Similar |